poverty Cooperation parks wth Neighbors Open Space Strategies Environment impact Rural Air Garrying Out the whitmore Growth trend education Oak run city o



Shasta Coun

Welcome to Sha

Survey: Maintain open spaces Shasta Forward wants input on future growth

sta County resider ide-open spaces. And look-g ahead to 2050, they don't int their home to wind congested and cross ip congested and crowded ike the rest of urbanized

ne overwhelm-

ng-range community pla ng exercise sponsored by e Shasta County Region

al Transportation Agency (RPTA). As a next step in this 18-month-long process usta Forward will hold kshops this week in on, Burn

four decades.

"This is their opportunity to let the decision-makers know how they feel about the future and also express some of the ideas they have," said Dan Wayne, the RPTA planner coordinating the Sheat of the said the said that way is RPTA planner coordinating the Shasta Forward plan-

Shasta Forward held its

community workshops

Chi

afte

boy w Thurs almos

All Shasta Forward work-shops are from 5:30 to 7

Burney: Tuesday, Senior Center, 37477 Main St. Redding: Wednesday, Veter ans' Hall, 1605 Yuba St. Shasta Lake: Thursday, Se-hor Center, 1525 Meridian Ave.

Fired up for freedom



Your values, your vision >>

hasta County

<< Did we get it right?

See the values & priorities we share as a communi and tell us what you think at www.shastaforward.co

<< Make it your vision!

Create your ideal future for Shasta County at a community workshop happening near you...



Seven Community-D Anderson are n

Which scenario most lik

Shasta

Visit www.shas November 14th the seven commur and vot

The choice is yo

For email in

Monday, October 20, 2008 5:30pm - 7:00pm Anderson Teen Center

2889 E. Center Street, Anderson

Tuesday, October 21, 2008 5:30pm - 7:00pm Mt. Senior Center 37477 Main Street, Burney

Mednesday, October 22, 2008 5:30pm - 7:00pm Redding Memorial Veterans Hall 1605 Yuba Street, Redding

Snasta Lake Thursday, October 23, 2008 5:30pm - 7:00pm John Beaudet Senior Community Center 1525 Median Avenue, Shasta Lake

For more information, please call (520

Parkview association members say loss of open spaces a top concern

By Scott Mobley

The rural road runs between a freeway interchange and a drive-in movie

Otherwise, there's hardly a rooftop in sight in the black-and-white photo. Most of the half-dozen or so Parkview

Neighborhood Association members viewing the photo at a recent Shasta Forward focus group correctly guessed it was Hilltop Drive in 1970, nearly four decades ago.

And now this group was looking four-decades ahead, imagining Shasta

Dan Wayne, the county transporta-County in 2050. tion planner coordinating Shasta Forward, showed the Parkview neighbors ted image of how greater Red-

will more than double in size until it takes up nearly half the available lan in the valley, Wayne told the group. Wayne wouldn't say whether he thought this growth would be good

bad. He wanted to know how the Pr view residents felt about it. When losing open space proved group's top concern, Wayne want

know why. "It (open space) is important be we've become used to it," said B Parkview Neighborhood Associ vice chair and Shasta Forward committee member, "Every yes Whiskeylown, I have less to en cause there are so damn many

Another Parkview resident the need to preserve Churn C tom, where farmers could gr food for local markets. She v thousands of 4- and 10 ing Committee. It run

Planning group wants input from public

Shasta Forward, a long-range planning program, will hold a focus group tonight for people and groups interested in planning for downtown Red-

Shasta County Regional Transportation Planning Agency launched its 18-month regional blueprint project, Shasta Forward, last fall.

The project seeks input from the public for more effective planning solutions and a more efficient use of county resources.

Today's session is hosted by the Viva Downtown Economic Restructur-



Planning for growth in county is aim of Shasta Forward

cks SAVING

K YOUR her 2nd



Abe Hathaway of Burney, second from lell, makes a Shasta Forward planning meeting Oct 21. Listening dent Joe Studenicka, third from left, the facilitator, and dent Dave Moore, left. Seven local residents attended



Share your vision>>

Now is the time to plan

poverty Cooperation parks SCENATIOS fall river mills Poverty Healthy Business Grown Space Cottonwood sundial natural resources Green Leadership Risk Clean Indicated the Commute Clean Mark Clean Montgomery creek Commute City of Shasta lake Challenge traces Growth Hometown Current trend education oak run city of Shasta lake Ci

SELECTING AND IMPLEMENTING THE PREFERRED REGIONAL GROWTH VISION>>

A WINNING COMBINATION>>

Based on a combined analysis of survey responses and open-ended comments, a melding of Scenario B and Scenario C is recommended to inform future implementation efforts.

MAKING IT REAL >>

The Preferred Regional Growth Vision provides the conceptual framework; a broad-stroke expression of the community's desired growth pattern and values. Implementation of the preferred regional growth vision is primarily a local responsibility to be carried out by individual jurisdictions under the umbrella of the overarching vision.

In order for local agencies to consider and act upon the community's vision, visioning concepts must be translated into well-defined land use inputs and implementation efforts broken down into specific and manageable components.

Based on local agency feedback solicited during the regional blueprint process, a regional plan that all agencies might uniformly agree upon must also meet the following criteria:

- >> Focuses on projects and policies directly tied to documented local values & priorities;
- >> Does not rely solely on public sector effort and investment for implementation;
- >> Focuses on minimally-scaled efforts and investments;
- >> Does not hinge upon another layer of rules and regulations to implement the plan; and
- >> Does not assume resources beyond the application of existing programs and funding.

AMENDED IN SENATE APRIL 14, 2009 SENATE BILL Introduced by Senator Hancock (Counther: Senator Alquist) February 26, 2009 An act to add Section 17075.20 to the Education Code, relating to 1 Gazilities.

REGIONAL BLUEPRINT / SUSTAINABLE COMMUNITIES STRATEGY TRANSITION>>

In light of the recent introduction of Senate Bill 375 (SB 375) and impending Sustainable Communities Strategy (SCS) planning requirements instituted by the State, it is recommended that the ShastaFORWARD>> Regional Blueprint come to a close. It is further recommended that ShastaFORWARD>> deliverables and any remaining balance of Regional Blueprint grant-funded tasks be focused toward SCS compliance.

Although an adopted SCS plan is not required until the 2014 Regional Transportation Plan (RTP) update, pursuing SCS development at this time will capitalize on the momentum generated by ShastaFORWARD>> and allow the region to build and test an SCS under real-world conditions for several years. Experience gained and lessons learned during this time will be utilized to address potential issues and allow desired modifications prior to the SCS element's formal inclusion in the RTP.

The following section outlines the steps required to develop an SCS-consistent action plan and advance the community's vision via an objective and practical process.

wth Neighbors Open Space Cottonwood sundial natural resources Green Leadersh Strategies Environment impact Rural Air Quality town plementation bell ditional whitmore Growth Hometown current trend education oak run city of shasta lake

1 DEVELOP AND APPLY A MAP-BASED 'MOBILITY ASSESSMENT TOOL' (MAT) IN ORDER TO OBJECTIVELY IDENTIFY HIGH-PRIORITY LOCATIONS FOR NEW DEVELOPMENT:

MAT utilizes computer-aided mapping and travel demand modeling to isolate those areas with the highest degree of transportation system connectivity and the greatest potential for reducing vehicle miles traveled (VMT). MAT-highlighted areas have the highest visibility, the greatest probability to develop as an urban landmark and activity center, and the capacity to sustain community retail and amenities.

Outputs include a set of color-coded maps (viewed individual or combined) highlighting existing locations and 'opportunity' areas where concepts from the both the 'Urban Core & Corridors' and 'Distinct Cities & Towns' scenarios may be applied.

MAT analysis will be applied to the three-city Interstate 5 corridor and surrounding urbanized areas. Selected rural town centers located in unincorporated portions of the County may also be examined.

2 DEVELOP A COMMUNITY-DRIVEN 'REGIONAL PRIORITIES COMPACT' FOR UNIFORM LOCAL AGENCY CONSIDERATION:

A 'Regional Priorities Compact' packages the community's values, preferred land use patterns, and specific implementation activities for local agency consideration.

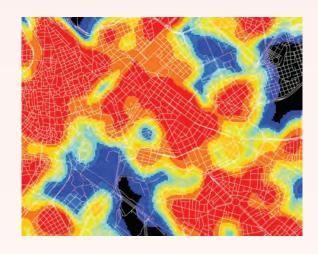
Three community-based workgroups (each representing a core community value identified via the ShastaFORWARD>> process), plus a technical advisory workgroup, will be organized to develop specific actions items that are consistent with both the MAT outputs and the community's values and land use vision.

The function of workgroup-generated action items is to 'seed' desirable development in locations where increased public usage, private investment, and market-driven mechanisms are most likely to ensue. Activities best able to accomplish this are those that are consistent with 'opportunity' areas highlighted via the MAT analysis. Implementation of the community's action items are intended to be undertaken at the minimum scale necessary to sway new development toward preferred locations and to encourage more transportation-efficient regional land-use patterns.

The Shasta County Regional Transportation Planning Agency (RTPA) will assist workgroups in the generation of visualizations, computer-based mapping/data analysis, community surveying, public communications, and/or other applicable support necessary to develop and substantiate recommended actions.

Together, the core community values and accompanying MAT-consistent action items will be presented to local agencies for discussion and consideration for region-wide adoption in the form of a 'Regional Priorities Compact'. Once adopted, the Compact will help ensure implementation activities are working together and may be utilized to demonstrate SCS compliance.

Sample MAT Output>>



Poverty Cooperation parks SCENATIOS fall river mills Poverty Healthy Business Grown Space Cottonwood sundial natural resources Green Leadership Risk Clean Implementation Provided Clean Clean Montgomery creek Commute Growth Hometown Current trend education oak run city of shasta lake Challenge traces as a challenge traces of the Commute Commute Commute Clean Clean Commute Commute

In addition to a detailed workshop-style introduction (held jointly as a regional body and attended by the California Air Resource Board (CARB) representatives), local agencies will have a minimum of three formal opportunities to guide development of the Regional Priorities Compact:

- **Workgroup organization** Workgroups will be comprised of 5-10 individuals as designated by local agencies. A list of community stakeholders and citizens will be provided as a starting point for local agency consideration.
- **Action item review** Draft action items will be generated by community workgroups and submitted to local agencies for review and comment. The addition and subtraction of specific actions may be negotiated by local agencies in preparation for region-wide consideration.
- 3 Acceptance of Regional Priorities Compact The final Regional Priorities Compact with accompanying implementation actions will be presented to local agencies for consideration and potential adoption, conditioned upon uniform region-wide acceptance.

Shasta County's SCS approach and technical methodology for quantifying Vehicle Miles Traveled (VMT) and accompanying greenhouse gas (GHG) emission reductions will be explained to CARB at the first regional workshop. Ongoing consultation between the region and CARB staff will help to ensure CARB's eventual approval of Shasta County's SCS-consistent 2014 Regional Transortation Plan (RTP).

